

**Table 5. U.S. Retail Sales -- Total and E-commerce Sales<sup>1</sup>: 2000 and 1999**

(Estimates are based on data from the 2000 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 5A.)

NAICS code	Description	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		2000		1999		Total Sales	E-commerce Sales	2000	1999	2000
		Total	E-commerce	Total	Revised E-commerce					
	<b>Total Retail trade</b>	<b>3,059,138</b>	<b>28,885</b>	<b>2,868,155</b>	<b>15,000</b>	<b>6.7%</b>	<b>92.6%</b>	<b>0.9%</b>	<b>0.5%</b>	<b>100.0%</b>
441	Motor vehicles and parts dealers	816,651	4,624	779,967	1,794	4.7%	157.7%	0.6%	0.2%	16.0%
442	Furniture and home furnishings stores	91,352	(S)	85,129	(S)	7.3%	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	87,482	547	82,022	246	6.7%	122.4%	0.6%	0.3%	1.9%
444	Building materials and garden equipment and supplies stores	278,109	449	264,039	(S)	5.3%	(S)	0.2%	(S)	1.6%
445	Food and beverage stores	459,185	(S)	442,622	(S)	3.7%	(S)	(S)	(S)	(S)
446	Health and personal care stores	157,468	(S)	145,419	38	8.3%	(S)	(S)	0.0%	(S)
447	Gasoline Stations	244,450	(Z)	209,409	(Z)	16.7%	(Z)	(Z)	(Z)	(Z)
448	Clothing and clothing access.stores	167,541	262	159,888	86	4.8%	204.7%	0.2%	0.1%	0.9%
451	Sporting goods, hobby, book and music stores	78,120	420	74,045	262	5.5%	60.3%	0.5%	0.4%	1.5%
452	General merchandise stores	405,936	(S)	381,428	(S)	6.4%	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	109,000	392	105,742	251	3.1%	56.2%	0.4%	0.2%	1.4%
454	Nonstore retailers	163,844	21,649	138,445	11,768	18.3%	84.0%	13.2%	8.5%	74.9%
454110	Electronic shopping and mail order houses	109,933	21,430	92,921	11,719	18.3%	82.9%	19.5%	12.6%	74.2%

(S) Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

(z) Sales estimate is less than \$500,000 or percent estimate is less than 0.05%.

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit [www.census.gov/eos/www/restats.html](http://www.census.gov/eos/www/restats.html)

<sup>1</sup> Estimates include data for businesses with or without paid employees.

Source: U.S. Census Bureau, 2000 Annual Retail Trade Survey (Revised May 2002)

**Table 5A. Measure of Sampling Variability -- U.S. Retail Sales -- Total and E-commerce: 2000 and 1999**

(Estimates are based on data from the 2000 Annual Retail Trade Survey, are shown as percents, and are associated with the estimates in Table 5.)

Estimates are based on data from the 2000 Annual Retail Trade Survey, are shown as percent, and are associated with the estimates in Table 6.7

NAICS code	Description	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:				
		2000		1999		Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Revenue
		Total	E-commerce	Total	Revised E-commerce					
						Total	E-commerce	2000	1999	2000
	Total Retail trade	0.4	2.8	0.3	3.6	0.2	4.0	0.0	0.0	0.0
441	Motor vehicles and parts dealers	1.1	4.9	0.9	6.6	0.5	17.5	0.0	0.0	0.6
442	Furniture and home furnishings stores	1.3	(S)	1.2	(S)	1.0	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	1.0	13.9	0.7	14.0	0.9	15.4	0.1	0.0	0.2
444	Building materials and garden equipment and supplies stores	1.6	7.3	1.4	(S)	0.9	(S)	0.0	(S)	0.1
445	Food and beverage stores	0.6	(S)	0.4	(S)	0.3	(S)	(S)	(S)	(S)
446	Health and personal care stores	1.4	(S)	1.1	6.9	1.1	(S)	(S)	0.0	(S)
447	Gasoline Stations	2.1	(Z)	1.1	(Z)	1.6	(Z)	(Z)	(Z)	(Z)
448	Clothing and clothing access.stores	0.6	8.4	0.4	10.2	0.3	31.3	0.0	0.0	0.1
451	Sporting goods, hobby, book and music stores	1.0	16.2	0.7	11.7	0.6	20.6	0.1	0.0	0.2
452	General merchandise stores	0.2	(S)	0.1	(S)	0.1	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	1.5	18.0	1.2	19.2	0.8	31.7	0.1	0.0	0.2
454	Nonstore retailers	2.0	3.1	2.4	3.7	0.8	1.8	0.2	0.2	0.9
454110	Electronic shopping and mail order houses	2.4	3.1	2.9	3.7	0.7	1.9	0.3	0.3	0.9

(S) Corresponding estimate does not meet publication standards because of high sampling variability or poor response quality.

NA Not applicable

(Z) Estimate is less than 0.05%

Source: U.S. Census Bureau, 2000 Annual Retail Trade Survey (Revised May 2002)

**Table 6. U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-Commerce Sales by Merchandise Line<sup>1</sup>: 2000 and 1999**

(Estimates are based on data from the 2000 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 6A.)

Sampling Variability for these estimates are provided in Table 6A.7	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales	Percent Distribution	
	2000		1999					Total Sales	E-commerce Sales
	Total	E-commerce	Total	Revised E-commerce	Total Sales	E-commerce Sales	2000	2000	2000
Merchandise Lines									
Total Electronic Shopping and Mail-Order Houses (NAICS 454110)	109,933	21,430	92,921	11,719	18.3%	82.9%	19.5%	100.0%	100.0%
Books and magazines	4,248	2,075	3,456	1,590	22.9%	30.5%	48.8%	3.9%	9.7%
Clothing and clothing accessories (includes footwear)	14,670	2,017	13,328	876	10.1%	130.3%	13.7%	13.3%	9.4%
Computer hardware	26,506	6,081	22,748	4,186	16.5%	45.3%	22.9%	24.1%	28.4%
Computer software	3,587	1,116	2,649	763	35.4%	46.3%	31.1%	3.3%	5.2%
Drugs, health aids, and beauty aids	14,370	673	11,246	229	27.8%	193.9%	4.7%	13.1%	3.1%
Electronics and appliances	3,394	1,077	2,589	462	31.1%	133.1%	31.7%	3.1%	5.0%
Food, beer, and wine	1,903	566	1,430	231	33.1%	145.0%	29.7%	1.7%	2.6%
Furniture and home furnishings	6,310	839	5,734	285	10.0%	194.4%	13.3%	5.7%	3.9%
Music and videos	4,465	1,282	4,277	802	4.4%	59.9%	28.7%	4.1%	6.0%
Office equipment and supplies	6,887	1,440	7,218	605	-4.6%	138.0%	20.9%	6.3%	6.7%
Toys, hobby goods, and games	2,969	794	2,235	396	32.8%	100.5%	26.7%	2.7%	3.7%
Other merchandise <sup>2</sup>	17,388	2,370	14,837	980	17.2%	141.8%	13.6%	15.8%	11.1%
Nonmerchandise receipts <sup>3</sup>	3,236	1,100	1,174	314	175.6%	250.3%	34.0%	2.9%	5.1%

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit [www.census.gov/eos/www/restats.html](http://www.census.gov/eos/www/restats.html)

<sup>1</sup> Estimates include data for businesses with or without paid employees, are grouped according to merchandise categories used in the Annual Retail Trade Survey.

<sup>2</sup> Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, lawn and garden equipment and supplies, jewelry, and sporting goods.

<sup>3</sup> Includes nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handling.

Source: U.S. Census Bureau, 2000 Annual Retail Trade Survey (Revised May 2002)

**Table 6A. Measures of Sampling Variability - U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise**

**Line: 2000 and 1999**

(Estimates are based on data from the 2000 Annual Retail Trade Survey, are shown as percents, and are associated with the estimates in Table 6.)

Merchandise Lines	Coefficient of Variation for Value of Sales				Standard Error for Estimates of:				
	2000		1999		Y/Y Percent Change		E-commerce as Percent of Total Sales	Percent Distribution	
	Total	E-commerce	Total	Revised E-commerce	Total Sales	E-commerce Sales		Total Sales	E-commerce Sales
							2000	2000	2000
<b>Total Electronic Shopping and Mail-Order Houses (NAICS 454110)</b>	<b>2.4</b>	<b>3.1</b>	<b>2.9</b>	<b>3.7</b>	<b>0.7</b>	<b>1.9</b>	<b>0.3</b>	<b>NA</b>	<b>NA</b>
Books and magazines	9.4	3.9	8.0	3.3	1.8	1.8	1.7	0.2	0.2
Clothing and clothing accessories (includes footwear)	3.4	4.2	3.2	4.9	1.8	5.5	0.3	0.3	0.3
Computer hardware	2.8	3.1	3.0	3.3	0.7	1.7	0.3	0.4	0.3
Computer software	8.7	5.3	9.7	3.0	3.0	5.6	1.5	0.2	0.2
Drugs, health aids, and beauty aids	4.8	23.4	4.5	21.7	2.0	19.8	0.8	0.8	0.7
Electronics and appliances	3.6	5.9	6.8	5.8	6.5	7.7	1.4	0.3	0.1
Food, beer, and wine	10.3	6.1	4.1	4.2	7.8	16.7	1.2	0.2	0.2
Furniture and home furnishings	4.5	6.4	5.6	4.1	2.0	22.3	0.8	0.2	0.2
Music and videos	4.3	4.4	4.8	5.1	1.1	1.8	0.8	0.2	0.1
Office equipment and supplies	2.6	5.4	2.7	8.5	1.1	5.1	0.8	0.3	0.1
Toys, hobby goods, and games	6.6	5.8	8.5	5.9	13.1	3.0	1.7	0.2	0.2
Other merchandise <sup>1</sup>	3.0	8.3	4.7	10.1	3.5	12.0	1.4	0.7	0.5
Nonmerchandise receipts <sup>2</sup>	4.0	3.0	6.8	3.6	11.9	8.4	3.4	0.1	0.1

NA Not applicable

(z) Estimate is less than 0.05%.

<sup>1</sup> Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, lawn and garden equipment and supplies, jewelry, and sporting goods.

<sup>2</sup> Includes Nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handling.

**Source: U.S. Census Bureau, 2000 Annual Retail Trade Survey (Revised May 2002)**

**Table 5. U.S. Retail Trade Sales - Total and E-commerce<sup>1</sup>: 1998**

(Estimates are based on data from the 1999 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 5A.)

NAICS Code	Description	Value of Sales		E-commerce as Percent of Total Sales	Percent Distribution of E-commerce Sales
		Total	E-commerce		
	<b>Total Retail Trade</b>	<b>2,634,085</b>	<b>5,055</b>	<b>0.2</b>	<b>100.0</b>
441	Motor vehicles and parts dealers	699,457	417	0.1	8.2
442	Furniture and home furnishings stores	78,574	(S)	(S)	(S)
443	Electronics and appliance stores	75,981	(S)	(S)	(S)
444	Building material and garden equipment and supplies stores	243,490	(S)	(S)	(S)
445	Food and beverage stores	421,579	(S)	(S)	(S)
446	Health and personal care stores	130,228	(S)	(S)	(S)
447	Gasoline stations	191,749	(Z)	(Z)	(Z)
448	Clothing and clothing accessories stores	149,442	12	(Z)	0.2
451	Sporting goods, hobby, book and music stores	69,456	(S)	(S)	(S)
452	General merchandise stores	351,796	(S)	(S)	(S)
453	Miscellaneous store retailers	99,803	(S)	(S)	(S)
454	Nonstore retailers	122,530	4,011	3.2	79.3
454110	Electronic shopping and mail-order houses	79,489	4,002	5.0	79.2

(S) Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

(Z) Sales estimate is less than \$500,000 or percent estimate is less than 0.05%.

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit [www.census.gov/eos/www/westats.html](http://www.census.gov/eos/www/westats.html)

<sup>1</sup> Estimates include data for businesses with or without paid employees.

**Source: U.S. Census Bureau, 1999 Annual Retail Trade Survey (Revised May 2002)**

**Table 5A. Measures of Sampling Variability - U.S. Retail Sales - Total and E-commerce: 1998**

(Estimates are based on data from the 1999 Annual Retail Trade Survey, are shown as percents, and are associated with the estimates in Table 5)

NAICS Code	Description	Coefficient of Variation (%) for Value of Sales		Standard Error for Estimate of:	
		Total	E-commerce	E-commerce as Percent of Total Sales	Percent Distribution of E-commerce Sales
	<b>Total Retail Trade</b>	<b>0.3</b>	<b>4.7</b>	<b>(Z)</b>	<b>NA</b>
441	Motor vehicles and parts dealers	0.7	20.0	(Z)	1.2
442	Furniture and home furnishings stores	0.7	(S)	(S)	(S)
443	Electronics and appliance stores	0.7	(S)	(S)	(S)
444	Building material and garden equipment and supplies stores	1.1	(S)	(S)	(S)
445	Food and beverage stores	0.4	(S)	(S)	(S)
446	Health and personal care stores	0.6	(S)	(S)	(S)
447	Gasoline stations	0.9	(Z)	(Z)	(Z)
448	Clothing and clothing accessories stores	0.3	10.8	(Z)	(Z)
451	Sporting goods, hobby, book and music stores	0.6	(S)	(S)	(S)
452	General merchandise stores	0.1	(S)	(S)	(S)
453	Miscellaneous store retailers	1.1	(S)	(S)	(S)
454	Nonstore retailers	2.1	4.0	0.1	2.4
454110	Electronic shopping and mail-order houses	2.8	4.0	0.1	2.4

(S) Data do not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction should be used with caution and not be attributed to the Census Bureau.

(Z) Sales estimate is less than \$500,000 or percent estimate is less than 0.05%.

**Source: U.S. Census Bureau, 1999 Annual Retail Trade Survey (Revised May 2002)**